

FIG. 3

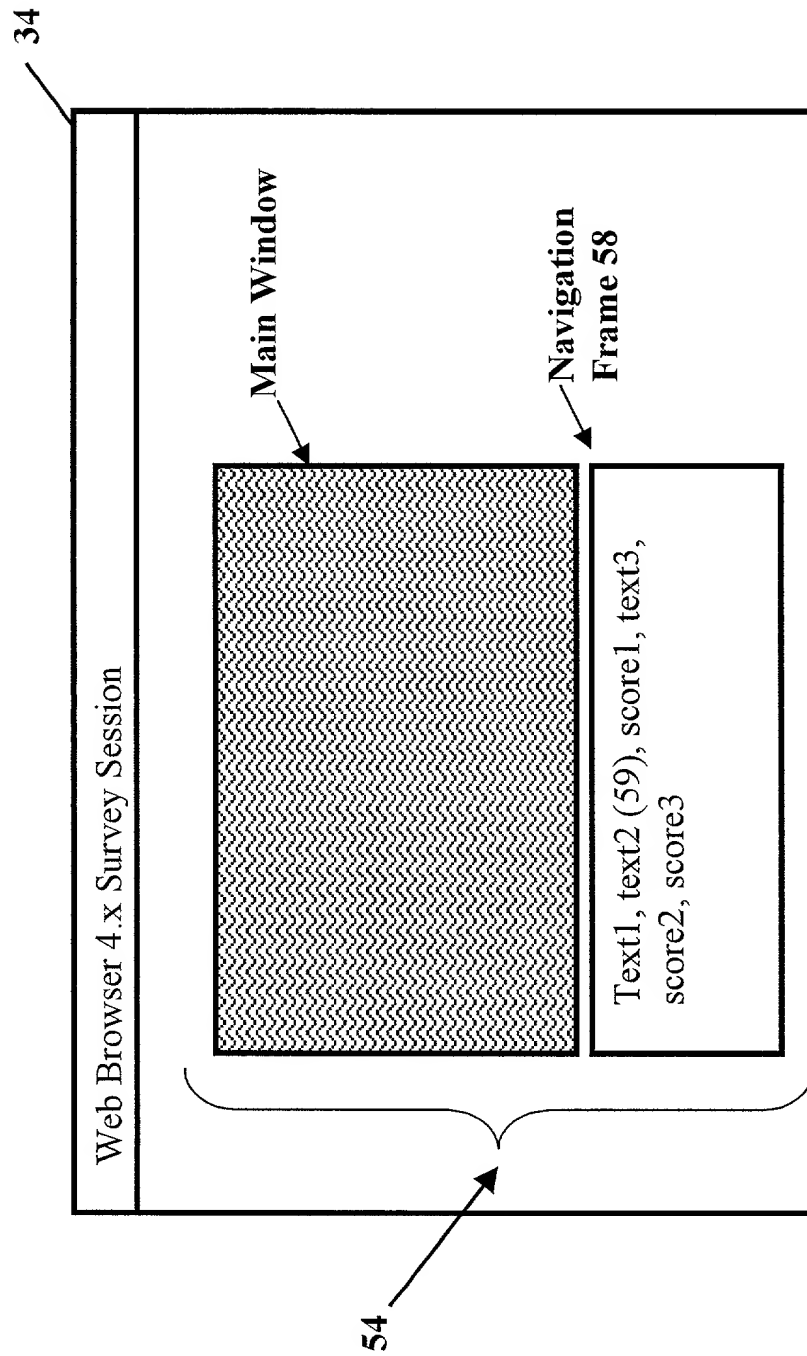


FIG. 4

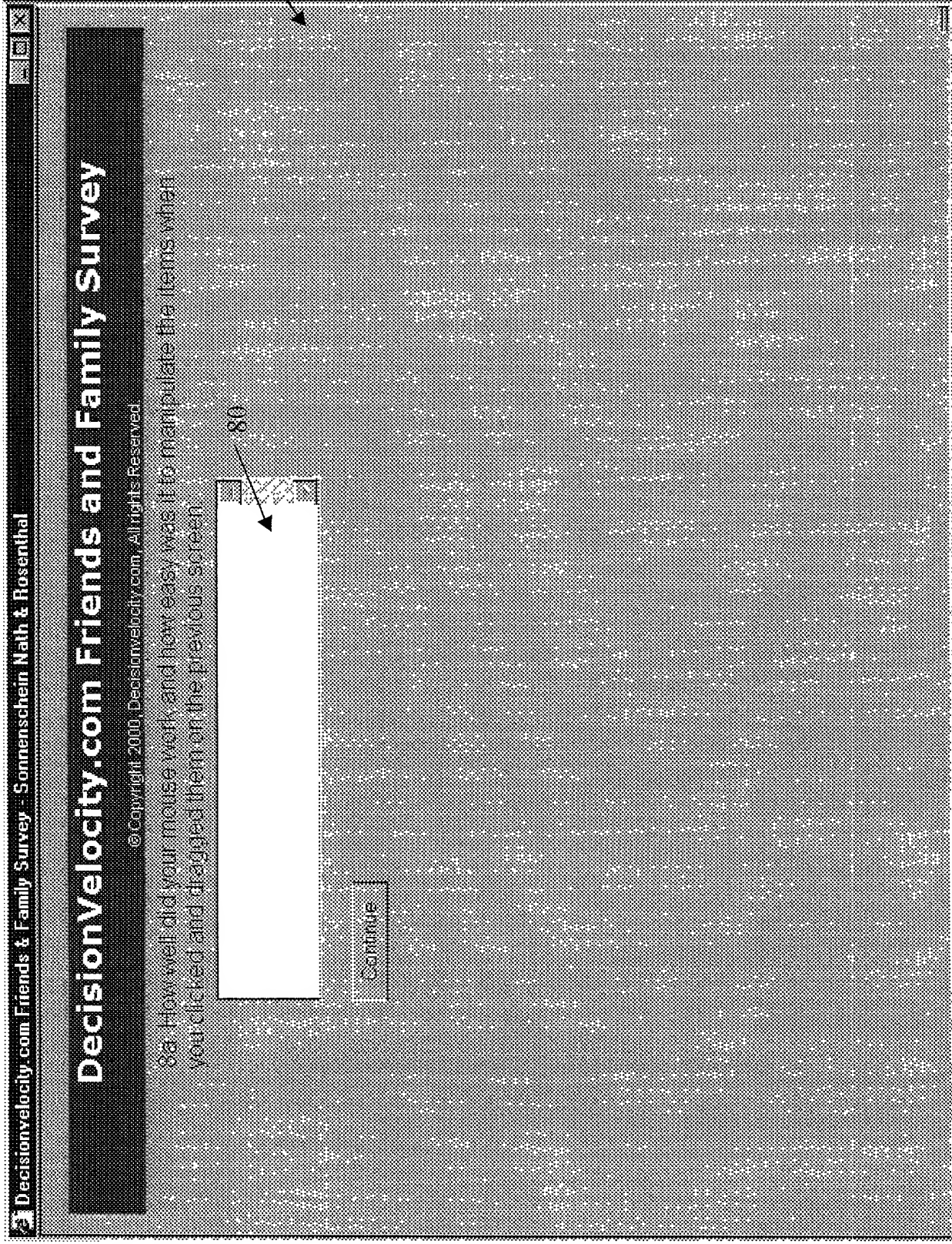


FIG. 5

DecisionVelocity.com Friends & Family Survey - Sonnenschein Nath & Rosenthal

# DecisionVelocity.com Friends and Family Survey

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5 From where did you connect to the Internet to complete this survey?

☐ Home
 ☒ Work
 ☐ School
 ☐ Other

FIG. 6



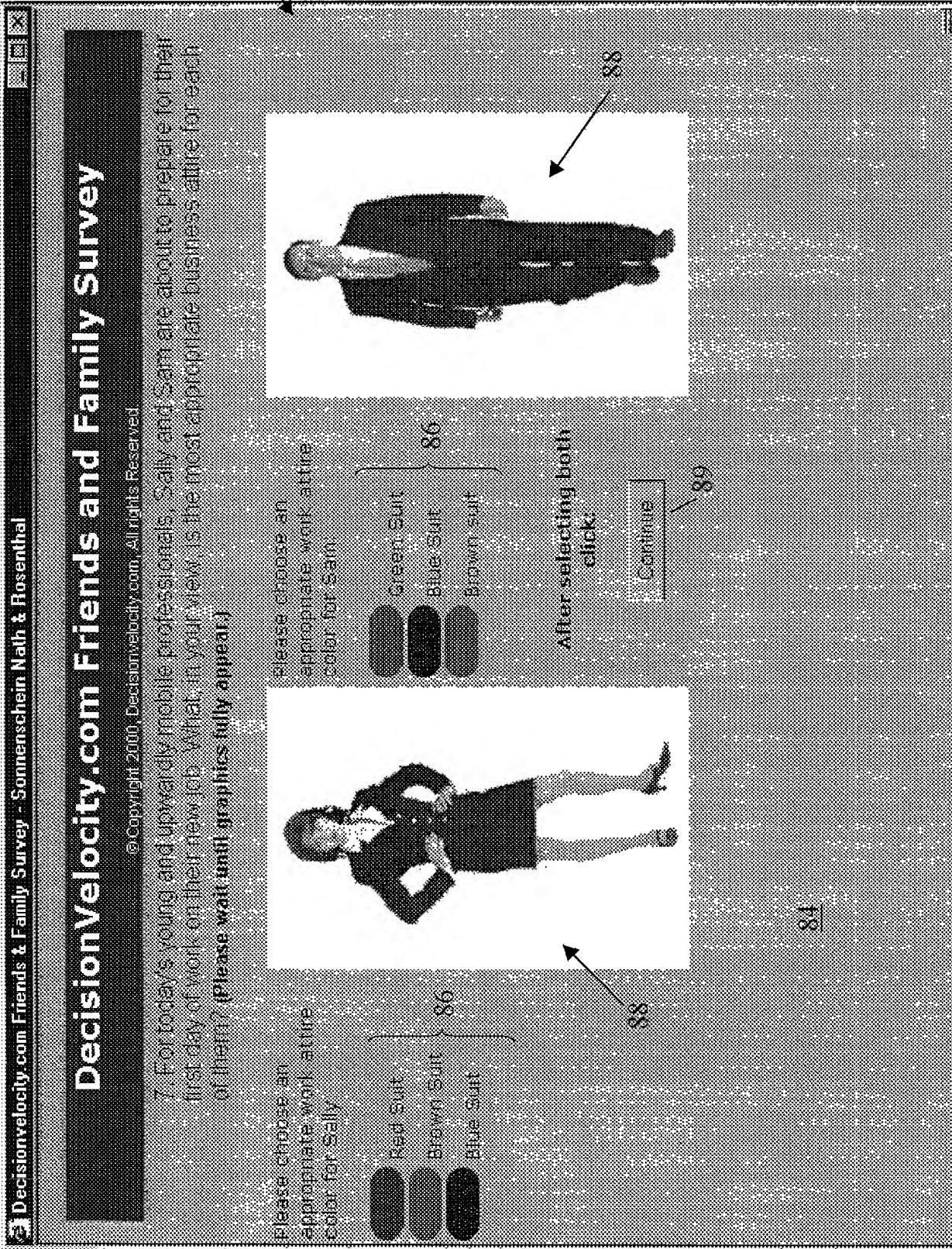


FIG. 7

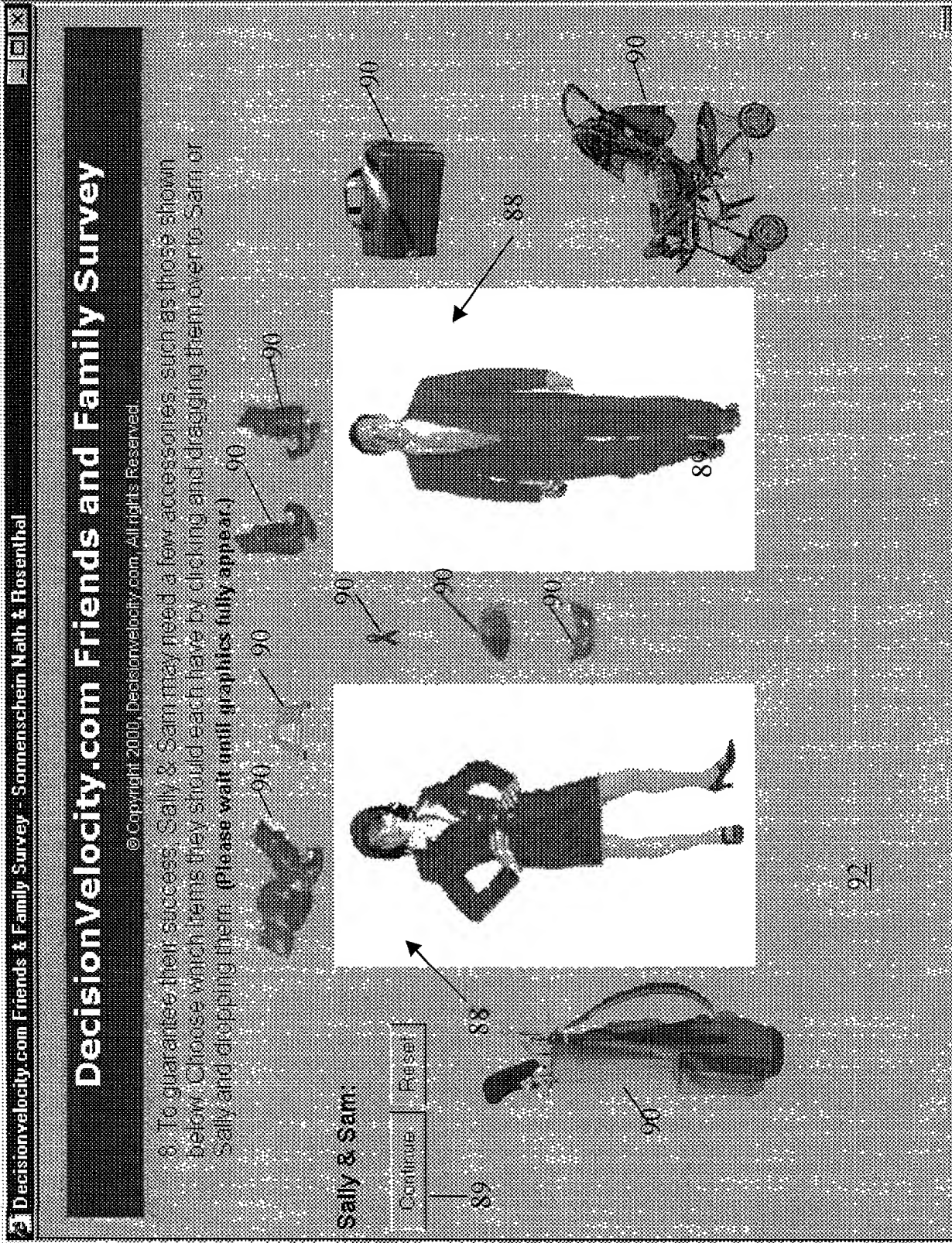


FIG. 8



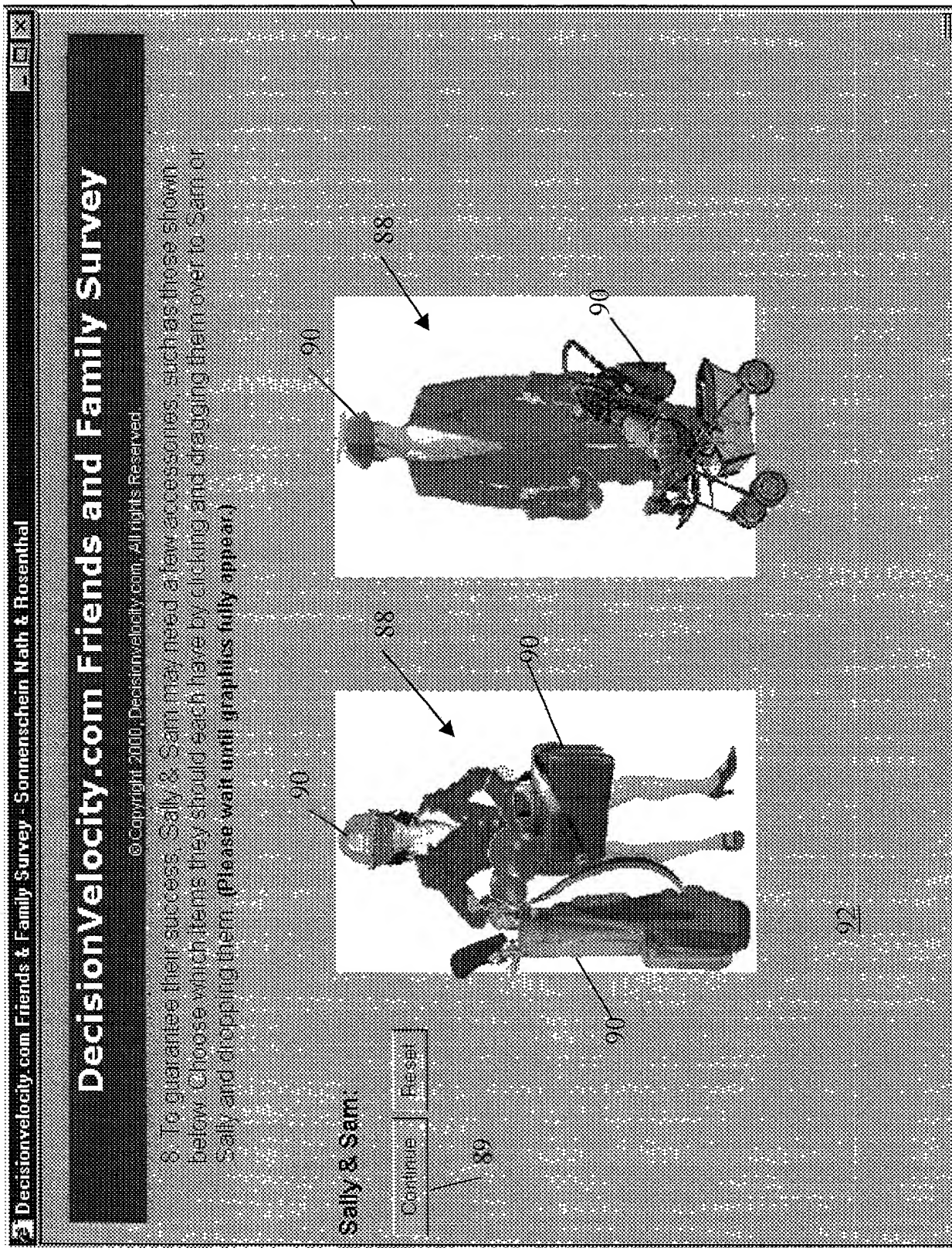


FIG. 9



## Decision Velocity.com Friends and Family Survey

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6. To guarantee their success, Sally & Sam may need a few accessories, such as those shown below. Choose which items they should each have by clicking and dragging them over to Sam or Sally and dropping them. (Please wait until graphics fully appear.)

**Sally & Sam:**

[illegible]

三  
二  
一

四  
三  
二  
一

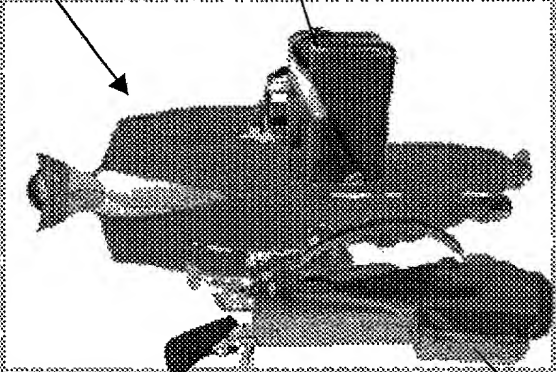
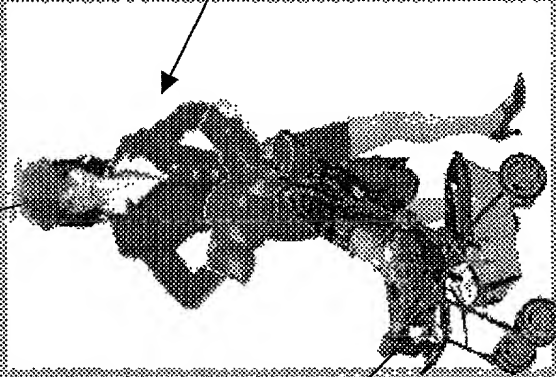


FIG. 10

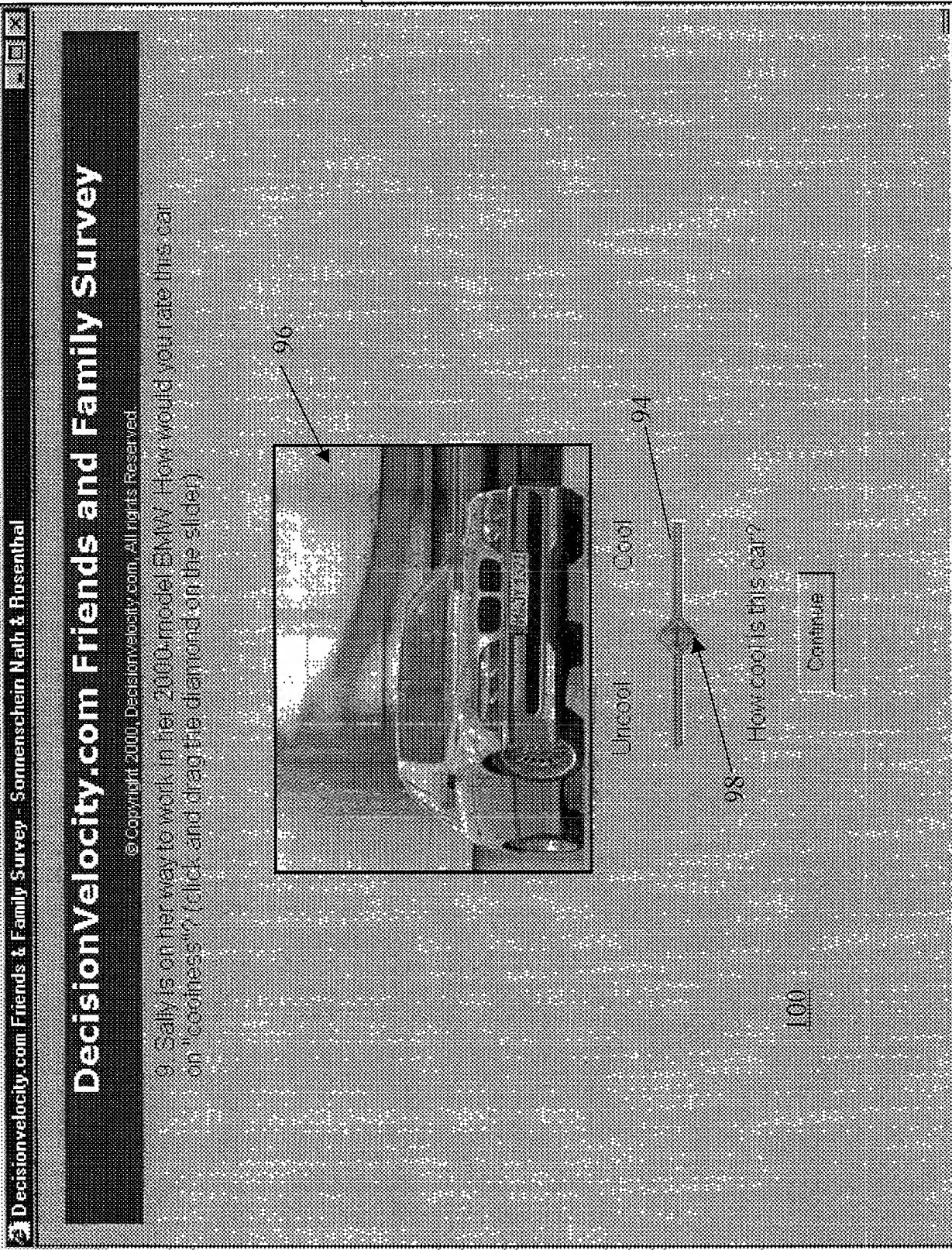


FIG. 11



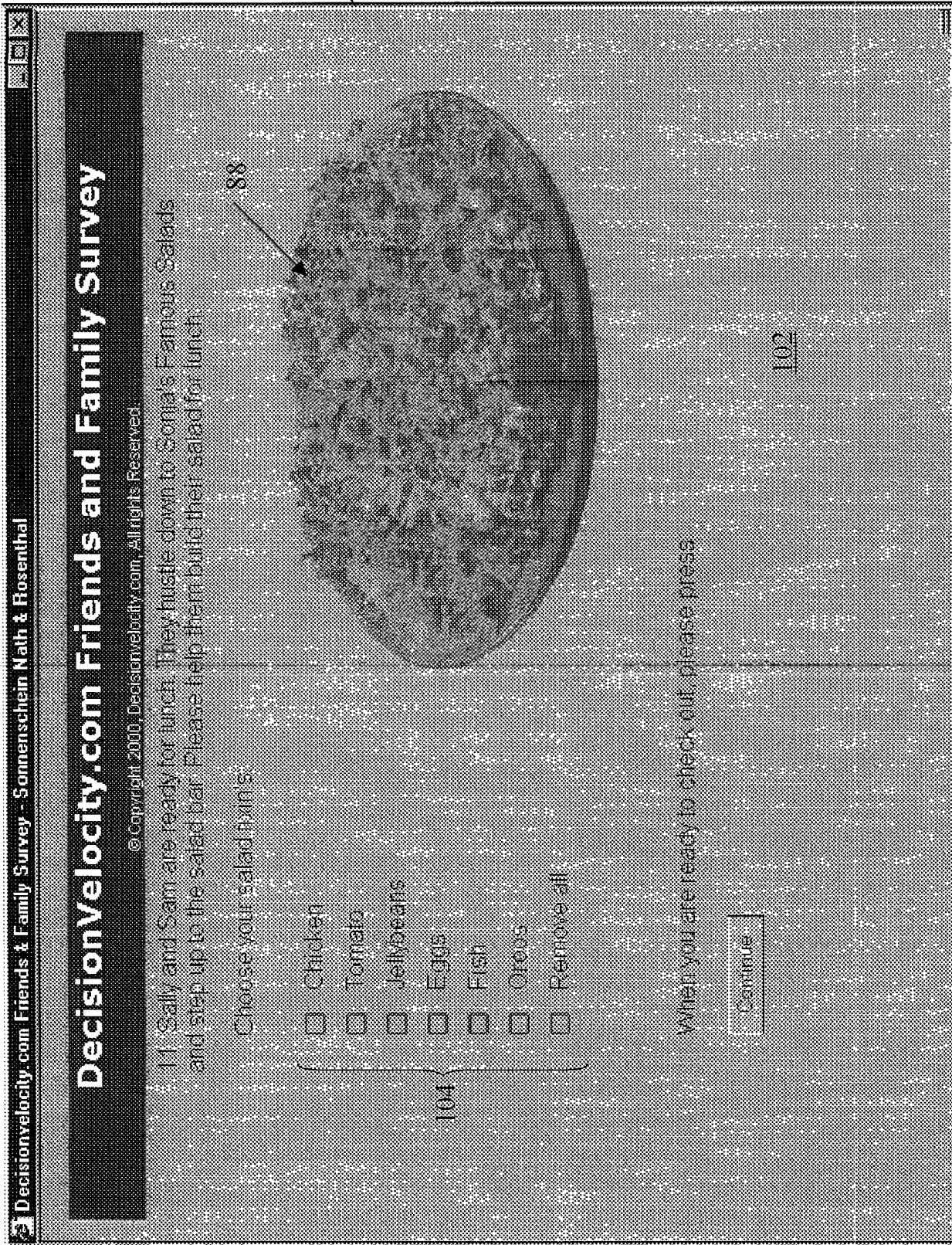


FIG. 12

# DecisionVelocity.com Friends and Family Survey

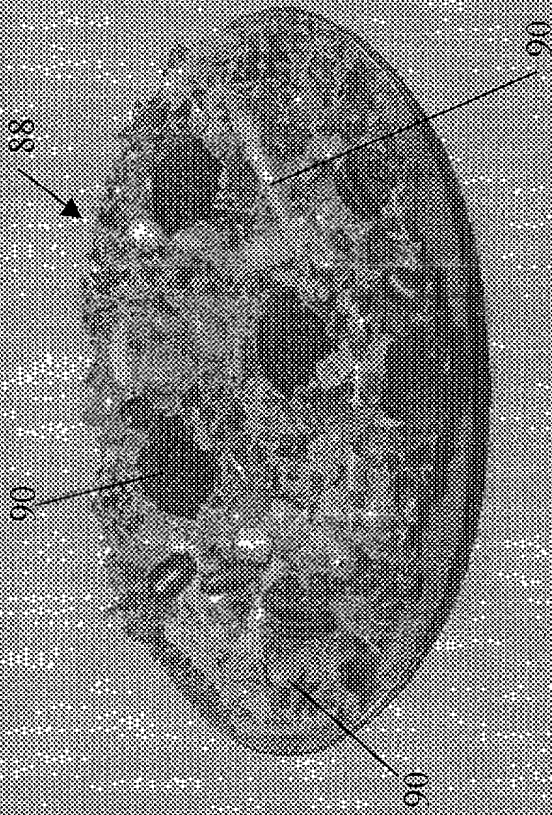
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11. Sally and Sam are ready for lunch. They hustle down to Sonja's Famous Salads and step up to the salad bar. Please help them build their salad for lunch.

Choose your salad fixins

- ☒ Chicken
- ☐ Tomato
- ☒ Jellybeans
- ☐ Eggs
- ☐ Fish
- ☒ Oreos
- ☐ Remove all

104



When you are ready to check out, please press

Continue

102

FIG. 13



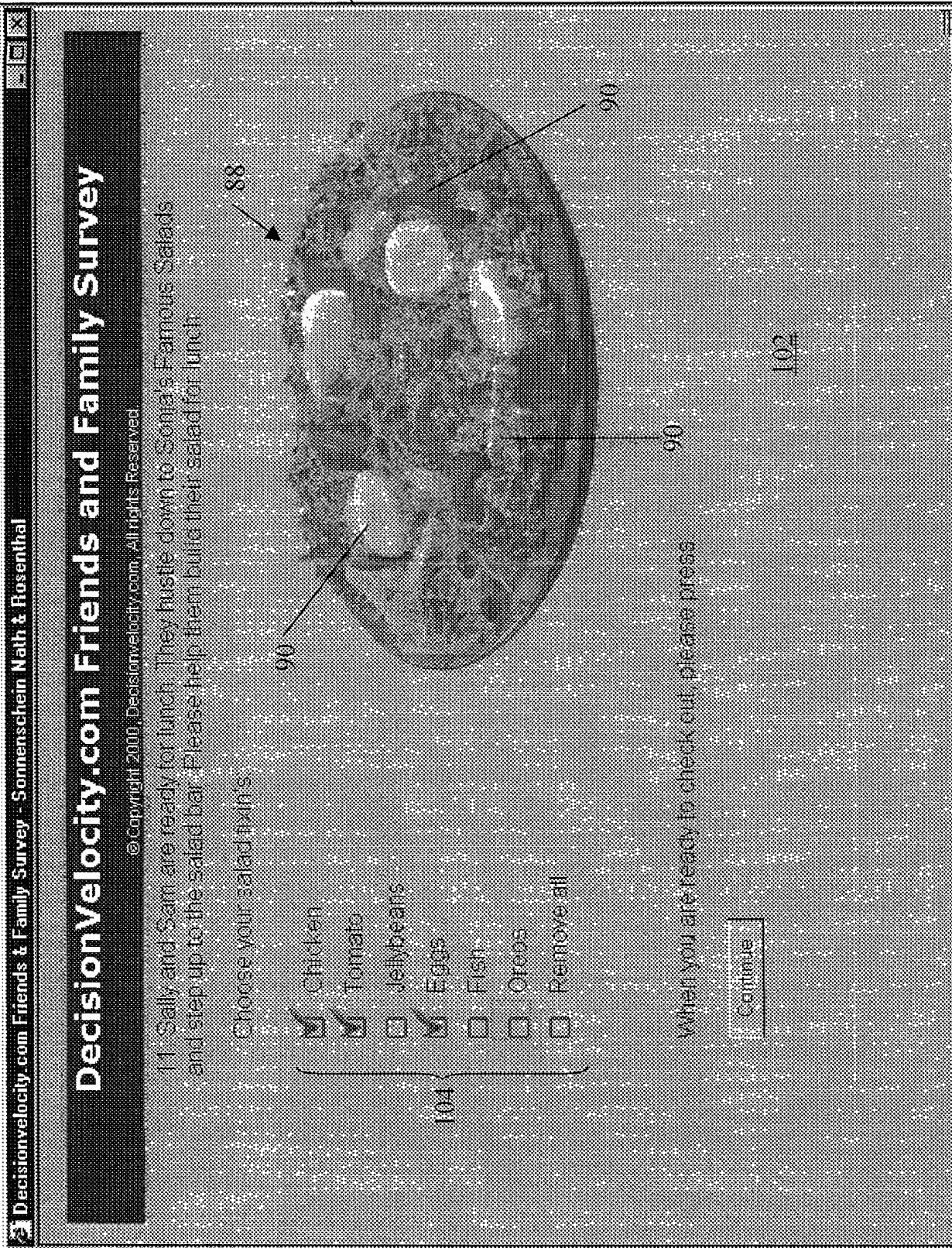
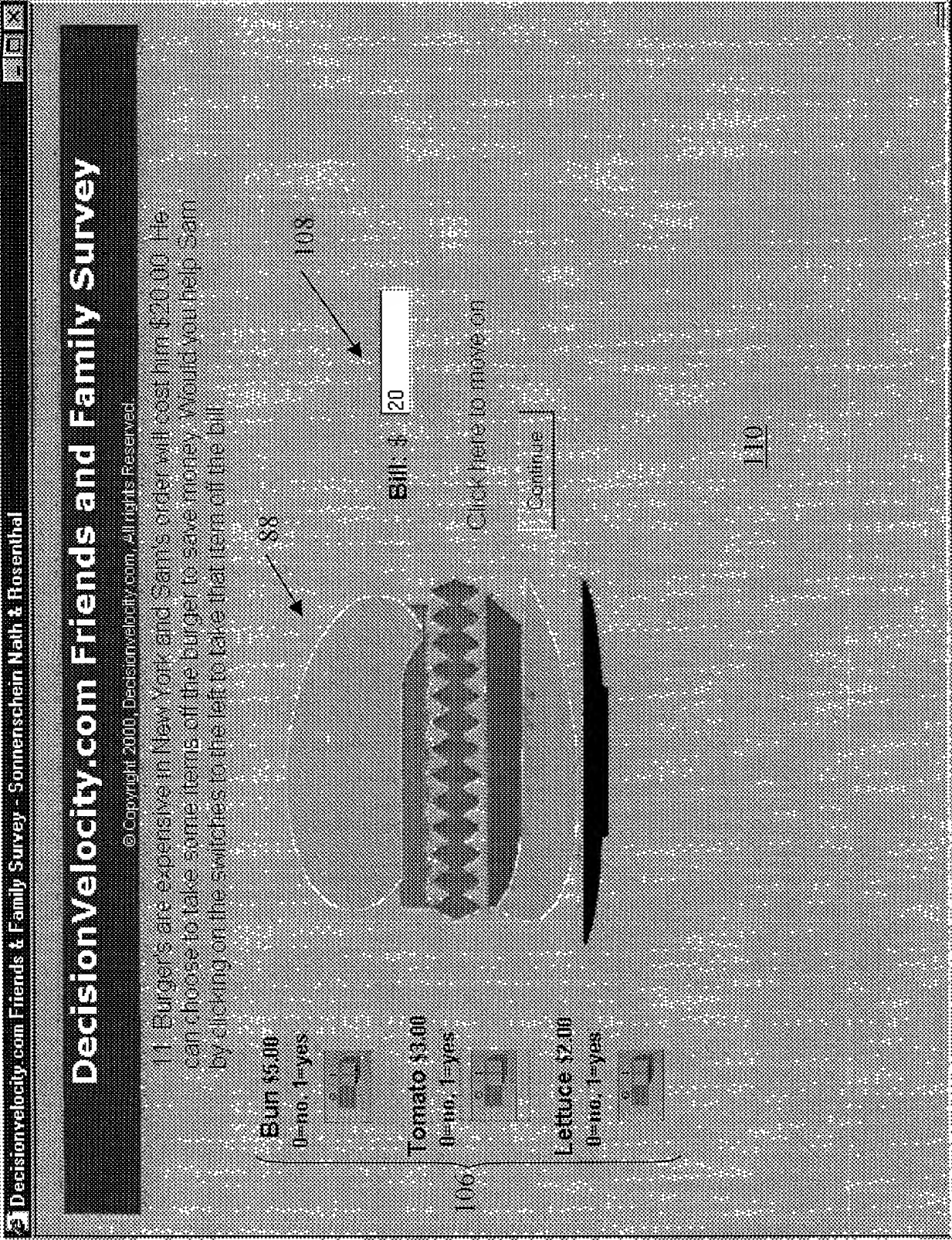


FIG. 14



50

FIG. 15



# DecisionVelocity.com Friends and Family Survey

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11 Burger's are expensive in New York and Sam's order will cost him \$20.00. He can choose to take some items off the burger to save money. Would you help Sam by clicking on the switches to the left to take that item off the bill?

Bun \$5.00  
0=no, 1=yes



Tomato \$3.00  
0=no, 1=yes

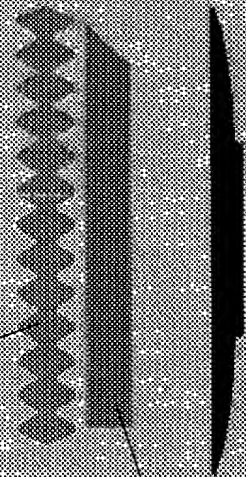


Lettuce \$2.00  
0=no, 1=yes



88

106



106

Bill: \$ 12

108

Click here to move on

Continue

110

FIG. 16

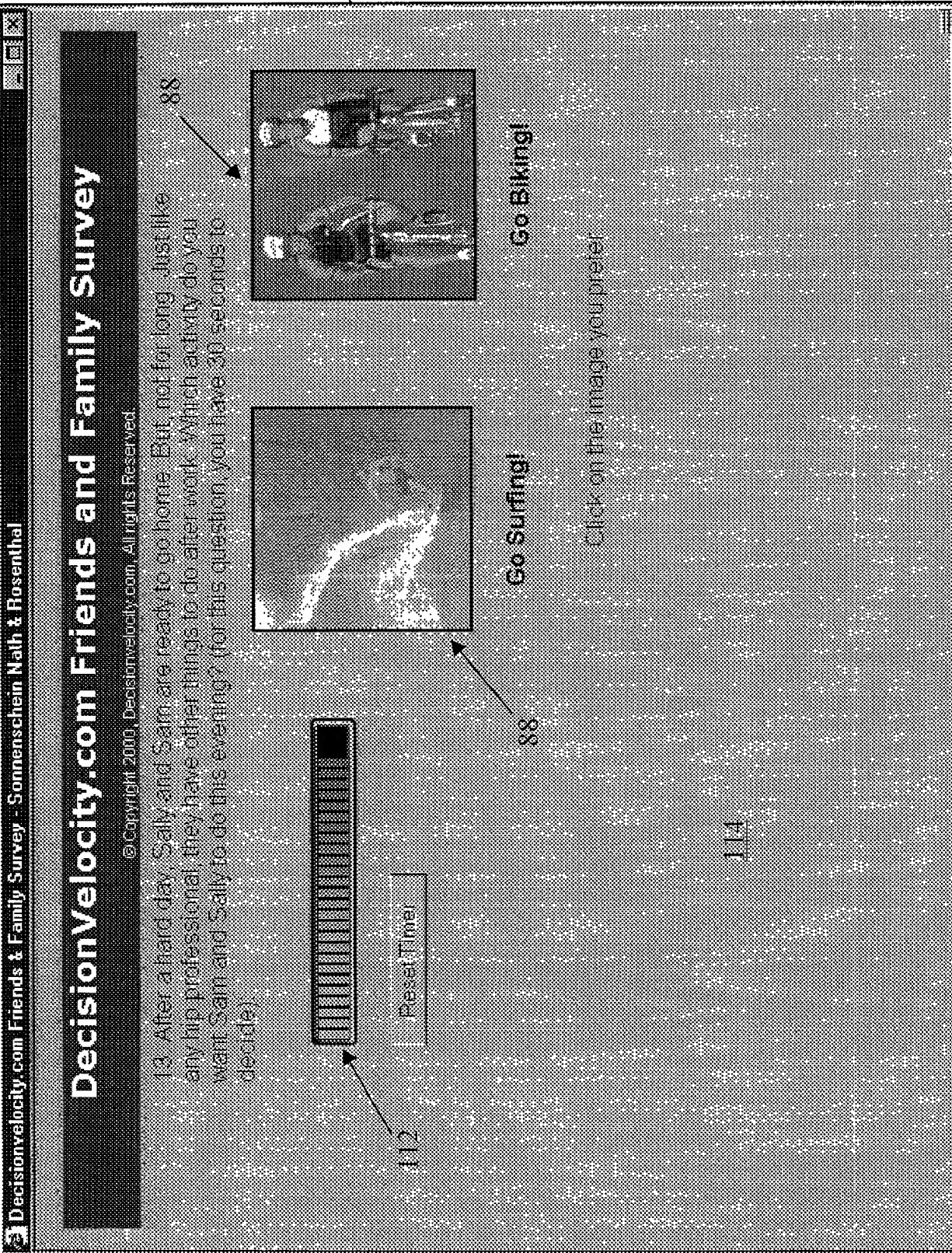


FIG. 17



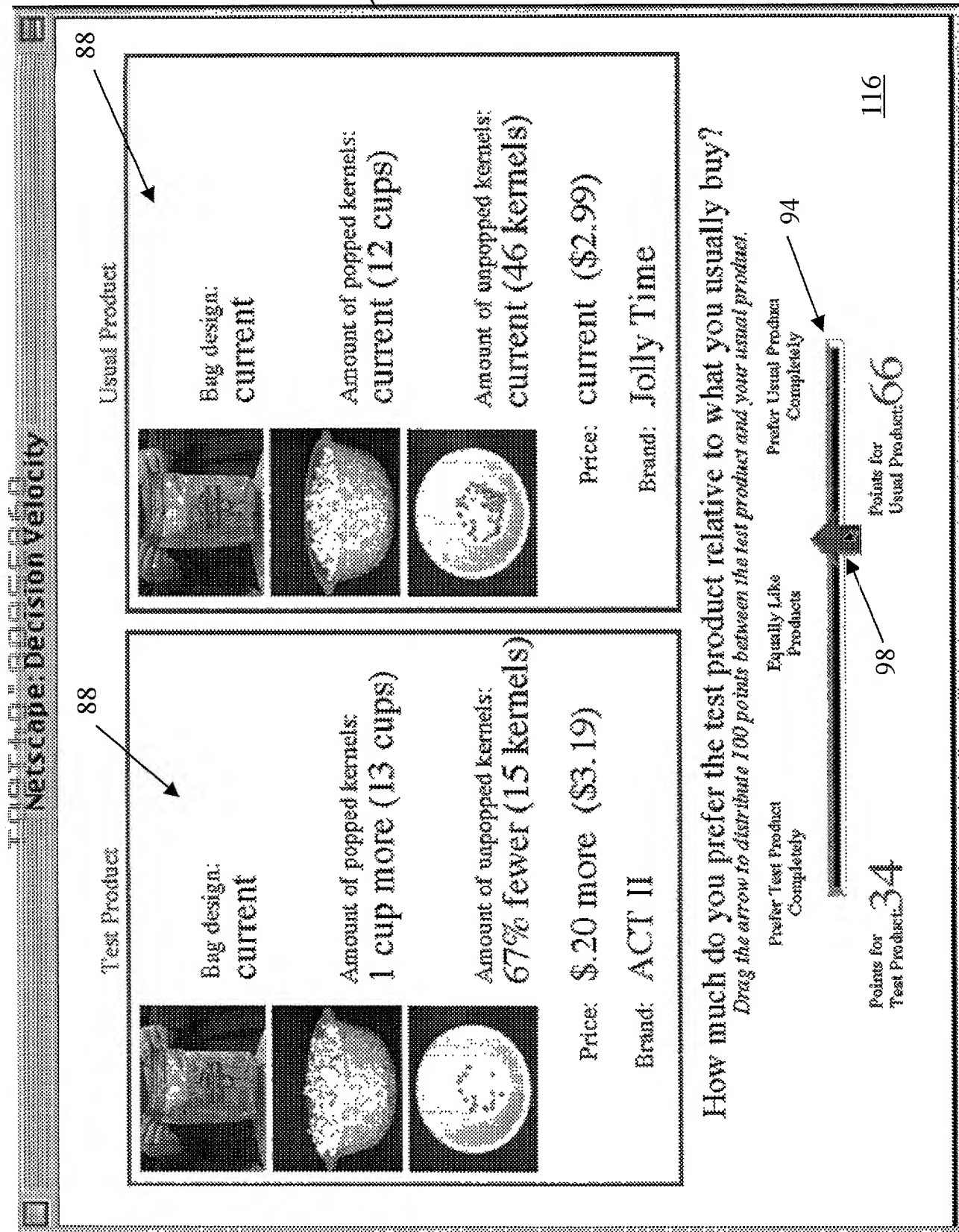


FIG. 18

NetScape: Decision Velocity

When you are evaluating the total cost of the package, how important would each of the components be in your purchase decision?

Please divide 100 points between the four components, putting the greatest number of points on the component that would be most important in your decision and the smallest number of points on the component that would be least important. If they are all equally important, you would give 25 points to each.

Click on the red boxes and then use the keyboard to type in your response. (TOTAL must equal 100 points)

88

Price of the device.....

80

88

Price of the monthly service.....

88

Price of additional location requests made through website or automated voice system.....

88

Price of live operator assisted location requests.....

118

TOTAL=80 points

remaining: 20 points

FIG. 19

50

122

Netescape: Decision Velocity

I like the colors or patterns available.

88

88

88

Click and drag each brand logo to the scale to record your ratings.

1	2	3	4	5	6	7	8	9	10
Strongly Disagree									Strongly Agree

120

FIG. 20

Netscape: Decision Velocity

You said you have purchased L'eggs in the past 3 months.  
 Which of the L'eggs products would that be?

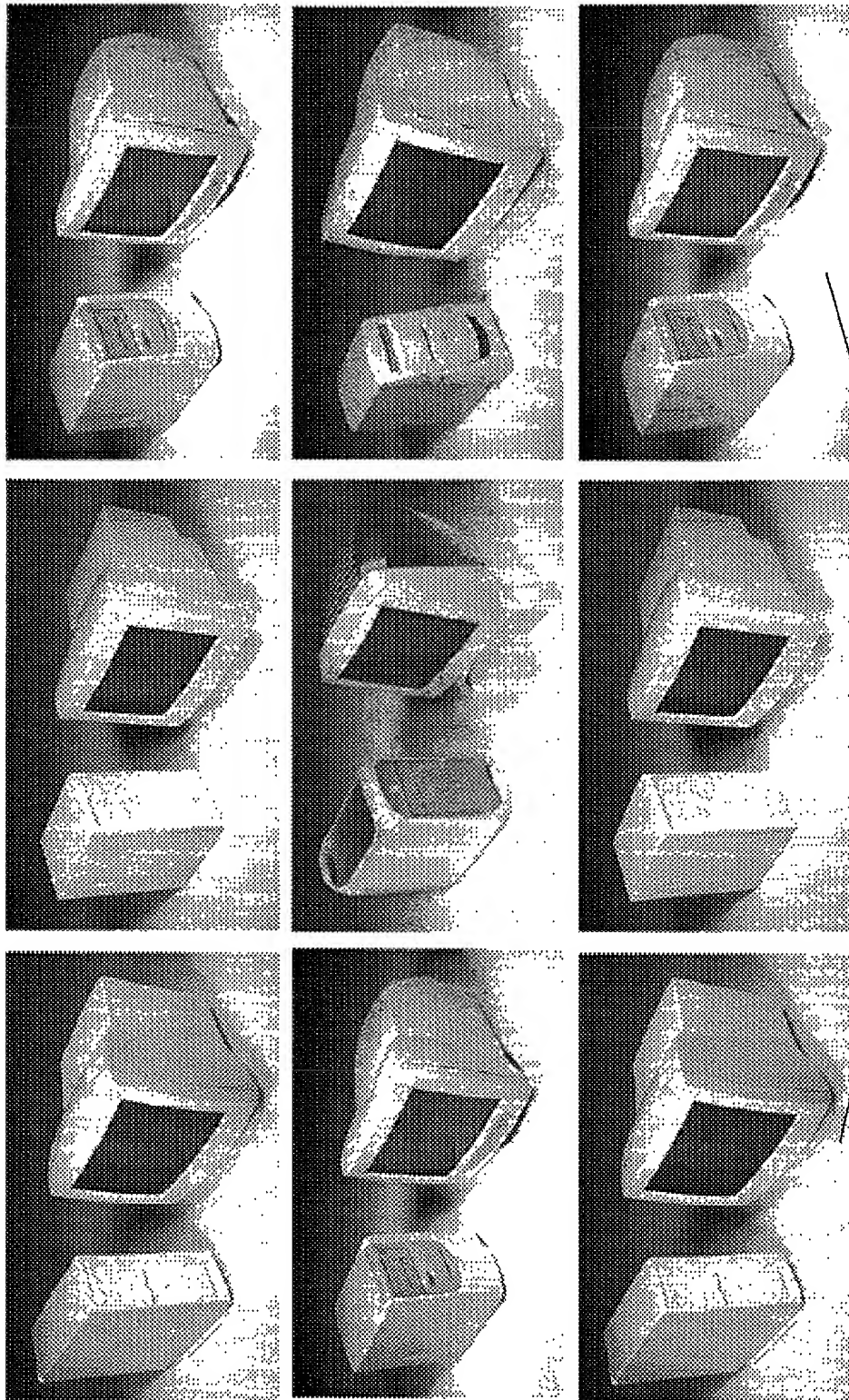
Please check on all the boxes which apply.

<input type="checkbox"/> L'eggs Sheer Energy Active Support	<input type="checkbox"/> L'eggs Regular	<input type="checkbox"/> L'eggs Control Top	<input type="checkbox"/> L'eggs Reliance
<input type="checkbox"/> L'eggs Sheer Elegance	<input type="checkbox"/> L'eggs Sheer Energy	<input type="checkbox"/> L'eggs Silken Mist	<input type="checkbox"/> Don't Know
<input type="checkbox"/> L'eggs Smooth Silhouettes	<input type="checkbox"/> L'eggs Sheer Comfort		

FIG. 21



Please click on the computer design you like the most. Then click on the computer design you like second most, then third most and so on, until all the computer designs have been selected.



126

88

FIG. 22

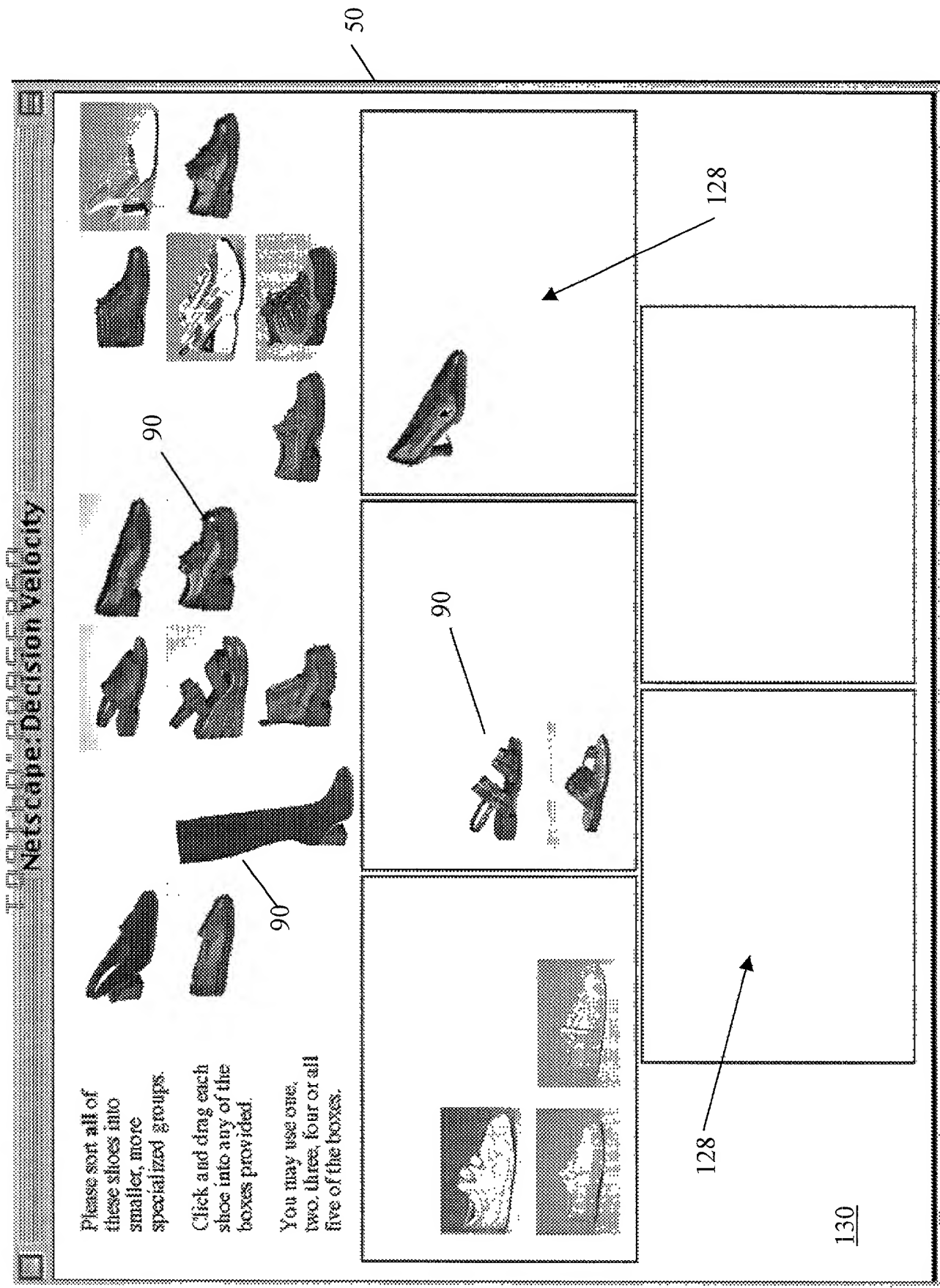


FIG. 23

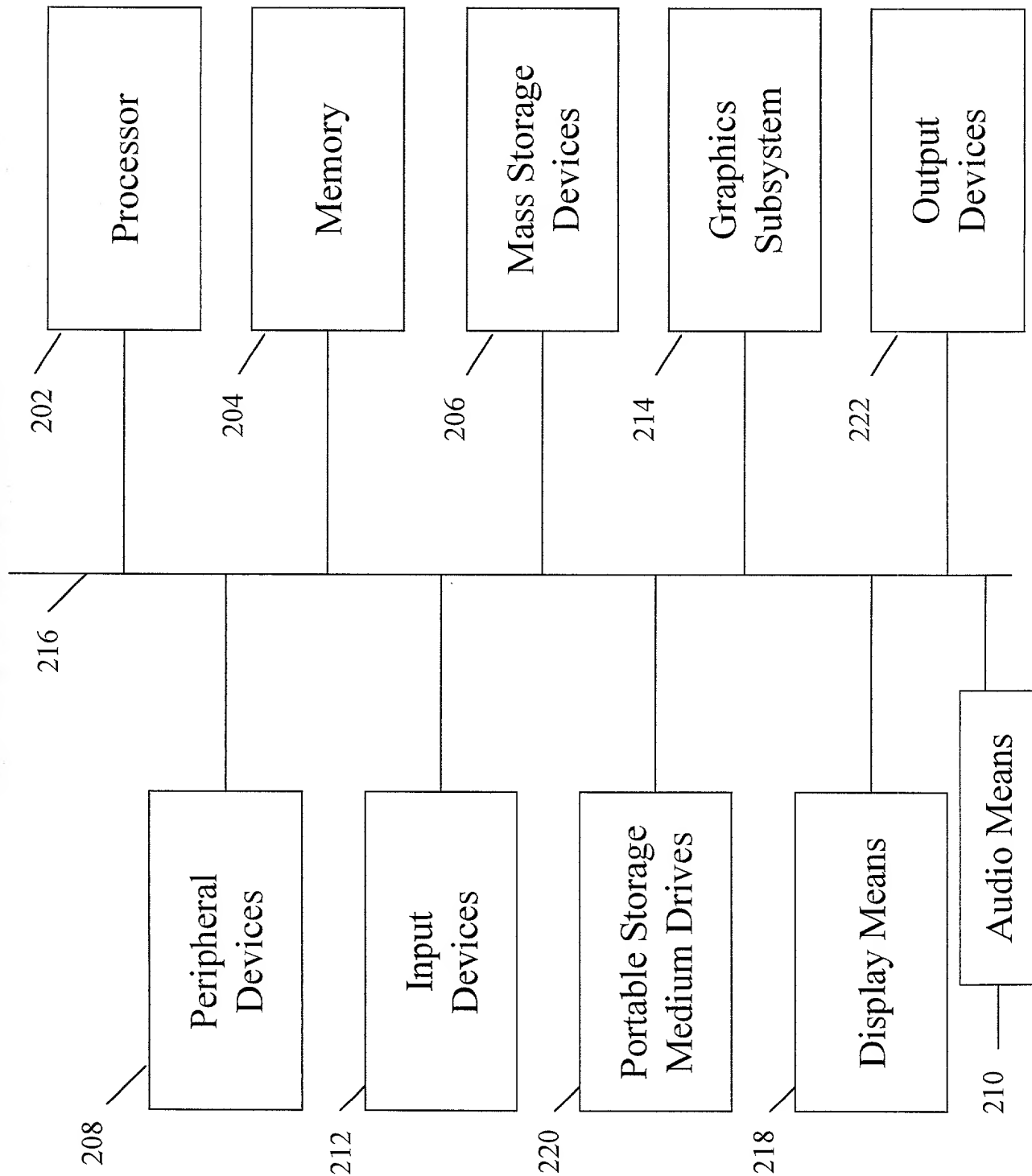


FIG. 24